

## ABSTRACT

For controlling the tone of the printed matter, the measurement data is stably obtained against various error factors and the ink supply is precisely controlled. The process data 11 is used as target data of the print matter. The dot area rate in the process data is calculated along the paper transport direction within the ink key width. Then, the selective integral and averaging 23 is executed on the calculated dot area rate greater than a prescribed threshold and the dot area rate in the actually printed matter at points corresponding with each other. The tone is controlled on the basis of the control quantity such as the ink key opening and the ink source opening obtained on the basis of the dot area rate and the spectral reflection rate as calculated by the selective integral and averaging.